

- (iv) facilitating receiving fulfillment at a merchant;
- (v) facilitating receiving fulfillment at a retailer; and
- (vi) facilitating receiving fulfillment at point of sale
(POS); and

(2) providing a validation of an award recipient of said award to at least one of said host, said provider, said sponsor, said retailer, and said merchant.

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58. The method according to claim 50, wherein said award selection comprises an award unit.

Remarks

Reconsideration of this Application is respectfully requested.

Upon entry of the foregoing amendment, claims 1-17, 33, 34, and 39-58 will be pending in the application, with claims 1, 3, 6, 11, 33, 34 and 49 being the independent claims. Claims 49-58 are sought to be added. These changes are believed to introduce no new matter, and their entry is respectfully requested. For at least the reasons provided in the previous Amendment and Reply filed June 8, 2001, the new claims are also patentable over the applied documents.

If any portion of the specification or claims were sought to be amended in the foregoing, attached hereto is a marked-up version of the changes made to the specification and claims by the current amendment. The attached page is captioned "**Version with markings to show changes made.**"

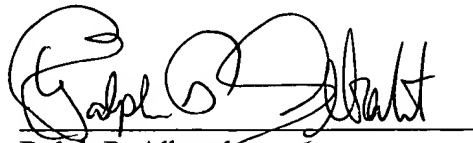
Conclusion

All of the stated grounds of objection and rejection have been properly traversed, accommodated, or rendered moot. Applicant therefore respectfully requests that the Examiner reconsider all presently outstanding objections and rejections and that they be withdrawn. Applicant believes that a full and complete reply has been made to the outstanding Office Action and, as such, the present application is in condition for allowance. If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is hereby invited to telephone the undersigned at the number provided.

Prompt and favorable consideration of this Amendment is respectfully requested.

Respectfully submitted,

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Version with markings to show changes made

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49. A method of automatically fulfilling an award comprising:
- (a) receiving a sponsor designation of redemption of an award for a consumer user;
 - (b) facilitating automated fulfillment of said award in accordance with said sponsor designation of redemption.
50. The method according to claim 49, wherein said step (a) comprises:
- (1) receiving a sponsor designated award selection comprising at least one of:
 - (A) providing interactive access to one or more consumer databases of at least one of a host, a provider, a sponsor, a retailer, and a merchant having information about a consumer user;
 - (B) providing interactive access to an inventory management system of at least one of a host, a provider, a sponsor, a retailer, and a merchant having information about award availability; and
 - (C) receiving said sponsor designated award selection selected from an award pool.

51. The method according to claim 50, wherein said step (a) (1) (C) comprises at least one of:

- (i) receiving said sponsor designated award selection from said award pool wherein said award pool comprises a group of awards selected from an awards database;
- (ii) receiving said sponsor designated award selection from said award pool comprising
 - receiving a selection from said award pool from a plurality of sponsors as long as quantities of awards are available;
- (iii) receiving said sponsor designated award selection comprising:
 - receiving a user demographically tailored selection of said sponsor designated award tailored to at least one of demographic and psychographic preferences of the consumer user stored in any of said consumer databases;

- (iv) receiving said sponsor designated award selection comprising:
 - determining availability of said sponsor designated award in said inventory management database of said provider; and
 - (v) providing an award recipient to at least one of said consumer databases.
52. The method according to claim 51, wherein said step (a)(1)(C) further comprises:
- (vi) validating said award recipient of said award to at least one of said host, said provider, said sponsor, said merchant, and said retailer and said merchant, when said award recipient attempts to fulfill said award.
53. The method according to claim 51, wherein said step (a) further comprises:
- (2) receiving a sponsor designated geographic location for redemption of said award comprising at least one of:

- (A) providing interactive access to a fulfillment network
database having information about one or more providers;
and
- (B) receiving a sponsor designated consumer user-tailored
geographical location selection from a fulfillment network.

54. The method according to claim 53, wherein said step (b) comprises:

- (1) fulfilling said award at said sponsor designated geographic location
for redemption.

55. The method according to claim 49, wherein said step (a) comprises:

- (1) receiving a sponsor designated geographic location for redemption
of said award comprising at least one of:
 - (A) providing interactive access to a fulfillment network
database having information about one or more providers;
and
 - (B) receiving a sponsor designated consumer user-tailored
geographical location selection from a fulfillment network.

56. The method according to claim 55, wherein said step (b) comprises:

- (1) fulfilling said award at said sponsor designated geographic location for redemption.

57. The method according to claim 49, where said step (b) comprises at least one of:

- (1) facilitating automated fulfillment comprising:
 - (A) providing fulfillment using at least one fulfillment option of a plurality of fulfillment options comprising:
 - (i) facilitating receiving fulfillment at a sponsor designated geographic location;
 - (ii) facilitating receiving online fulfillment;
 - (iii) facilitating receiving offline fulfillment;
 - (iv) facilitating receiving fulfillment at a merchant;
 - (v) facilitating receiving fulfillment at a retailer; and
 - (vi) facilitating receiving fulfillment at point of sale (POS); and
- (2) providing a validation of an award recipient of said award to at least one of said host, said provider, said sponsor, said merchant, and said retailer.

58. The method according to claim 50, wherein said award selection comprises an award unit.

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